Farm to School

LOGO GUIDELINES

AUGUST 2013

LOGO OPTIONS & COLOR GUIDE

PRIMARY LOGO

ICON LOGO

SPECIALTY LOGO

HORIZONTAL LOGO

FTS GREEN

CMYK 45.0.100.5
RGB 145.192.57

F2S_Primary_Logo_CMYK.eps

LOGO ARTWORK
Primary
Icon
Horizontal
Specialty

COLOR MODE
CMYK
RGB
Black
White

FILE TYPE
.ai
.eps
.jpg
.png

A NOTE ON COLOR USAGE

CMYK For collateral and other printed materials

RGB For electronic usage of the logo (Powerpoint screens & website)

A NOTE ON FILE TYPES:

.ai The native Adobe Illustrator file

.eps For professional printing purposes

.jpg Good for most in-house uses. All images have a white background.

.png Also good for print and web. All images have a transparent background.

Applications

CURRENT RENTON SCHOOL DISTRICT
BREAKFAST MENU

FARM TO SCHOOL FOOD LABEL

EXAMPLE OF HOW THE F2S SPECIALTY LOGO COULD BE USED WITH THE
CURRENT RENTON SCHOOL DISTRICT CAFE BRAND